E-mail Marketing Notes

With this Training Module, you have two presentations to review. This audio will give you a basic overview of Bulk E-mail Marketing and how you can use it effectively. The video below this audio contains a detailed guide through the site of our Recommended Vendor for this technology. Also, you'll see some downloadable documents to the left of this Training Module. There is a "Notes" document in PDF format, and some sample E-mail Templates you can use. Those are stored in a Microsoft Word format.

Many people like to use Bulk E-mail Marketing, because it's a very easy way to make a lot of "Initial Contacts" without you having to do a lot of the work yourself. It's a lot like "Voice Broadcasting" in that respect, but your message is delivered by e-mail as opposed to the telephone. Once you get the Automated Systems setup, which can take a few days and can cause some initial frustration, they can run very effective e-mail campaigns for you while you do other things. That's "time leverage" at its' finest.

Lets begin with the basics and then go from there. Bulk E-mail Marketing is a pretty self-explanatory term. You are sending out e-mails to potential prospects in "bulk," which means literally thousands of them at a time, and you are sending these out to a pre-determined list. Now to accomplish this, you need a "Bulk E-mail System" to handle this type of volume. But before we get into the details of how those systems work, let's first talk about some "do's and don'ts" about E-mail Marketing in general, to make sure you get started on the right foot.

First, you need to know the "rules" governing the legal sending of e-mails, and that's covered by the "Can Spam" act. Basically, you are **NOT** allowed to send unsolicited e-mails to people who have not asked to receive information, or people with whom you do not have a prior relationship of some kind. E-mailing those people is considered SPAM, and that is not tolerated here at CTS, so make **SURE** you never engage in that activity.

For a complete rundown on all the rules of this legislation, just Google "Can Spam Act," and you'll come up with lots of sites with good information. But for now, lets just explain those basic rules we just mentioned, and how they apply to what we want to accomplish.

Using a really simple example, let's say you were involved with a previous business of some kind, and you have a "client list" of people you previously connected with in that business. You want to e-mail these people to see if they might have an interest in increasing their Ca$h Flow. If you actually did have a "previous" relationship with them, you can legally e-mail them. How you do this will be dependent on how large your list is. If it's 20 or 30 people, or even a few hundred, you may wish to e-mail 20 a day or so for two weeks, and that would cover 200 of them.

With this small volume, you could do this right from your own e-mail program using one of the templates you can download here. You would need to "copy and paste" that template into the body of each e-mail, and manually change the "Firstname" of the prospect and any other "variable" information in each e-mail you send. Depending on your computer skills, this can be a very time-consuming task, and it is **ONLY**

recommended for very small volumes, say 20 at a time. In fact, most **I**nternet **S**ervice **P**roviders, or "ISP's" as they're known, won't allow you to send a large quantity of e-mails out at one time from your personal e-mail program.

In addition to the **HUGE** time requirement for you to do this, the other danger is having your ISP becoming suspicious of you "Spamming" if you're consistently sending out large quantities of e-mails.   If a recipient of your e-mail doesn't recognize you and reports your e-mail as SPAM, your ISP can actually shut down your e-mail account, and now you **REALLY** have a problem. You won't be receiving **ANY** e-mail from anyone until your resolve this messy situation. So, the easiest way to get around the "time hassle" involved, and the problem with using your own ISP for this service, is to get a 3rd party service to help you with this. Here's how that works.

You contract with a Bulk E-mail Service. Basically, this is automated Bulk E-mail Software that resides on **THEIR** server, not yours. In our example above, once you get your account setup, you can load your small list into that system and **ALL** of those 200 e-mails will be sent in a few minutes. **AND**, you can set it up where all of the "Variable Information," such as the prospects name and your personal contact information, can be inserted **AUTOMATICALLY** for you. No manual intervention required.

Already, you should be getting the sense that this is so much better, but it's a **LOT** better than you think. First, because these systems are so powerful, they can send **THOUSANDS** of e-mails at a time for you. With our recommended vendor, you can e-mail 5,000 every day if you want. That's powerful.

And since this system uses **THEIR** ISP, not yours, you have absolutely **NO** fear of getting your personal e-mail service unexpectedly interrupted. Also, just think how handy it will be to have your Bulk E-mail Software automatically change all of that "Variable" information in your e-mail messages, with absolutely **NONE** of your involvement. That's really productive. And the large capacity of leads they will accept is a terrific bonus. You can really do as much of this as you want.

So, what do you do once you run out of names, or maybe you don't have a list of names in the first place? Remember what we said about it being OK to e-mail people who had **ASKED** to receive information? As most of you probably know, those are called "Opt In" lists, and you can get those lists that have been especially collected for e-mail marketing. Remember, for the most effective results, you want to be dealing with lists that have "thousands" of names, so you need lead lists that are offered at a price that makes them cost effective.

Well, we have them for you at the CTS Lead Store, and you'll see a link directly to the CTS Lead Store in the Training Center near the top right of the homepage. You can get the regular Bulk E-mail leads, which are normally between 2 – 4 weeks in age (that's **WHY** they're "cost effective), or you can get **PREMIUM** Bulk E-mail leads, which are between 4 – 7 days old. The Premium leads are a little more expensive, but they work a lot better. They have a much lower "bounce" rate, and the prospects tend to be better as well. When you order the Premium leads, they come in quantities of 10K, and they "break up" that list into three smaller files, which you can easily load into your Bulk E-mail System.

Let's explain that term, "Bounce Rate," for those of you who are unfamiliar with that term. When an e-mail to a certain address is "undeliverable," the e-mail is said to have "bounced." Well, why would an e-mail address on the list bounce? Lots of reasons. First, the respondent actually typed their e-mail address incorrectly, and the e-mail simply cannot be delivered. This happens a lot more often than you would think. Here's another reason. These prospects are on a site that talks about increasing their Cash Flow working from home, and they need to enter their contact information to get to the next page. Accordingly, many of them **DON'T WANT** to be contacted, they just want to get to the next page to see what this is all about, so the information they enter is intentionally incorrect. Or, sometimes, a persons' mailbox may be full, which again, will cause a delivery problem. E-mail "bounces" are a fact of life in the Bulk E-mail business, and it's something you accept. This is why it's called **BULK** E-mail, and it's why you send thousands out at a time.

Your e-mail message will contain a link directly to your Landing Page, and it also should have your phone number in your Signature line. I always use my "Remote Voice-mail" number, also known as my IteleCenter number. This number contains my short 2 ½ minute message about our program, AKA my "sizzle" call, and gives them my Landing Page URL, and it allows the prospect to leave a message for me. If he or she elects to leave a message, that message is e-mailed to me and I can play it simply by clicking a link in the e-mail I receive. My follow-up procedure from here is **EXACTLY** the same as I would use with any other prospect, so nothing different here. Remember, you **MUST** have a CTS Landing Page to use Bulk E-mail, as you **CANNOT** put any CTS password in any bulk e-mail message.

But how would you "craft" that e-mail message you'll be sending out? What will you say to people? Not to worry. You have a variety of "Bulk E-mail Templates" you can download right on this page that cover a variety of circumstances. You just need to "personalize" those with your own information, and then "load" them into your Bulk E-mail System. That's part of that initial "setup" we discussed a bit earlier, and you'll get details on specifically how to do that on our recommended Vendor's site.

Now that you have a basic understanding of how this works, let's just review the advantages of using a Bulk E-mail System as your method of prospecting:

1) It allows you to make lots of "initial Contacts" without the work associated with other methods, such as calling Lead Lists.

2) Since that "Initial Contact" is being made by technology, a lot of that "initial rejection" is eliminated.

3) Your e-mails are being personalized with your prospects name and your personal information automatically.

4) Your e-mails are being delivered by the suppliers ISP, so there is no danger of you experiencing an interruption with your personal e-mail account.

5) It's one of the most "cost effective" automated Lead Generation systems available. For example, there are no "Minutes" to purchase as there are with Voice

Broadcasting. This allows you to send many more e-mails and contact more prospects at an affordable rate.

6) Once the initial setup is completed, your system runs without a lot of intervention on your part. It does take a few days to get it setup, but once you do, there isn't a lot for you to do.

7) Using your Remote Voice-mail number with Bulk E-mail allows you to only speak with prospects that have become somewhat educated on what we do. That's a **HUGE** advantage.

OK, now you should have a basic understanding of how this works. Our recommended vendor can be found at http://CTSEasyMailer.com. Write that URL down so you can go there after you review the video below this audio. That will give you a very detailed look at that system. Again, that link is http://CTSEasyMailer.com. You can also find that link here in the Training Center under the "Resource Center" tab, or in your Back Office under the "Member Tools" link.

Thanks for listening, and now you need to watch the video below right away while this information is fresh in your mind. That video will give you a detailed look at our recommended vendor for this technology.